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SMOKY MT. GINSENG AND GOLDENSEAL GARDENS. ASHEVILLE?N.C.

AN IMPORTANT NOTICE TO THE FARMERS OF AMERICA

Have you experienced the Pinch in Farm Products?

Have your allotments been out?

Have your labor costs gone up?

The answer to these questions, are the same, Everyone's have.

Recently we circularized some of our mailing list with an imprint of what 25 pounds of Ginseng Root brought at the low price of \$5.00 per pound, last year. Some of the replies we received were so interesting that we thought other FARMERS of AMERICA would like to read what one typical Farmers in the State of Georgia had to say. Below is a copy of his letter and we can furnish his name on request.

"Fitzgerald, Ga.
August 27th 1955

Ginseng Gardens
Box 861
Asheville, N. C .

Dear Sirs:

Thanks for your pamphlet addressed to (Name) in regards to the growing of (Ginseng) of which I am very much interested as we (The Farmers) have been cut down on our allotments. They are so small we can't make a go of it anymore, especially a small acreage man like myself.

I have a small farm. Some old land and can get some new ground, say two or three acres. My land is adapted to Potatoes, Cotton, Peanuts, Corn and Tobacco of which I have an acre and a half, not enough to feed with at the price of labor and as much as you have to handle it.

Please tell me in your first letter all about the starting, where and when to plant and where to get seed and plants and in general about the markets and if there is a sure market at some price for the product when ready to market, average output per acre, I am really interested in something to make an honest living.

I can plant from one to twenty five acres and am thinking very strongly of giving up my allotments as I said above, they are too small

Thanking you in advance for all favors,

"Very truly yours."

We DO NOT ADVISE ANYONE TO GIVE UP HIS ALLOTMENTS. KEEP THEM! WE DO SUGGEST THAT ANY FARMER PLANT GINSENG! AS MUCH AS YOU CAN AFFORD IN ORDER TO SUPPLEMENT YOUR INCOME? THERE HAS ALWAYS BEEN AN OFFERING PRICE FOR GINSENG. THE LOW WAS \$7.37, THE HIGH \$17.57, AND THE PRICE TODAY IS \$6.00, AND WE BELIEVE THE MARKET IS RISING. PLANTING GINSENG NOW*** CAN LEAD TO A WONDERFUL FUTURE*** BUT DONT GIVE UP YOUR ALLOTMENTS

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FEB 20 1956
U. S. S. Agriculture

WHAT ARE YOUR CHANCES TO MAKE BIG MONEY OUT OF GROWING GINSENG FOR EXPORT?

In one of the late bulletines issued by the United States Department of Agriculture, they state that at the present time no more than 100,000 pounds of Ginseng are grown annually in the United States. We all know well that the Wild Plant is becoming very scarce and that the enormous amounts used by the Oriental People must be supplied. America is the natural habitat of Ginseng and therefore it will grow in most sections of the country.

We hear a lot of talk about population growth. Economists claim that in 1950 the United States had about 150 million people but that in 1960 we will have 177 million people. This enormous growth is taking place not only in the U.S.A., but all over the world. Lets consider China for an example. In 1950 China had about 500 million People. By the rate of Growth in U.S. A. namely about 16% each decade, in 1960 China would have 590 million people. Why did the writer of this letter choose China? Because they are the largest users of Ginseng in the World. This does not depend on the medicinal value alone, but is closely linked with heredity and superstitions. Chinese people are taught by their Fathers and Mothers that Ginseng will not only make one healthy but will keep the Evil Spirits away. We, and anyother people, believe what we have been taught to believe. Now, there is an ever increasing demand for Ginseng, but planters, of the old school have died away. There are those forward looking individuals who still plant Ginseng, knowing that even tho it is a five year crop, that it will make them more money than any thing they can plant. Why is this? Because, Ginseng thrives in the woods and this land that otherwise is of no value except for timber. In other words you get an income from Ginseng beginning the fifth year, and every year until you decide to sell your timber. It costs \$300.00 to seed an acre of woodland and at the price today (which shows a tendency to go up) of \$6.00 per pound, an acre will produce \$12,000.00. The average production per acre in the U.S.A. is 1 Ton of dried root. Now can you picture a gross profit of more than \$12,000.00 per year on idle land? The work required is nearly none, during the growing period. Only weeding, and we all know that not too many weeds grow in the woods. There must be a mulch of old saw dust or leaf mold, 2 inches thick over the plants at all times, then beginning the 3rd year there will be seedsto gather. These seeds are valuable and can be re-planted (under certain conditions) or can be sold. This Company will buy your seeds each year if gathered in accordance with our instructions. This Company also operates a brokerage department for the purpose of selling the roots of our Customers. Before the War we had our own export contacts in China and when the Embargo is lifted we will again open up these outlets. This means that in Normal times we handle for a small commission the saleable crop of our Customers, directly to the Consuming Country and thereby eliminate the middle man. This also means larger gross profits for the planter. When considering this great opportunity to get into the Ginseng business bear in mind that we, and our predecessors have been continuously in this business for more than 75 years, and we know what a man can do from raising it. There is not a larger Commercial Corporation raising Ginseng to our knowledge therefore the field is wide open to you good people on the Farms of our Country. Remember your Children. You want them to have an education and you would like to make their World just a little bit better than the one we grew up in. This is human nature and you can do it with Ginseng. One Acre will educate your children and with practically no more labor than you now have.

From time to time, we will issue another, timely letter, telling you of developments in the Industry as we see them. THINK? WORK AND PLAY but PLANT GINSENG NOW.

William I. Lee.

